

The Role of Millennial Influencers in National Politics

Description



Sumber: <https://nasional.kompas.com/>

Recently, two high-ranking officials (Jokowi and Prabowo) attended the wedding of a famous Youtuber in Indonesia, which is surprising.

For example, the marriage of an ordinary person, asking the two high-ranking officials of the country to be witnesses, or just attending the wedding of these high-ranking officials. Of course, you need multifaceted answers; that ordinary person will not attract the attention of extraordinary people. So, it is implausible that the two high-ranking officials of this country will attend the wedding of ordinary people who are sometimes not well known among netizens.

This condition shows that essential people are valued and no longer apply to traditionally understood, namely one's status, charisma, and intellectual and spiritual qualities. At that time, someone was important, not even from the education degree taken and his academic work. All are measured by the extent of a person's influence in cyberspace. The more followers and content in great demand, that figure will become the new idol.

The existence of the millennial generation today is indeed significant to pay attention to their role in the political arena, even though they are not involved in politics. However, their influences, marked by the number of followers or subscribers, can be used in every moment of political celebration, such as regional elections, general elections, and presidential elections. Therefore, this shift gives a strong indication that even though the quality of the content is only eating or traveling, if there are many viewers, it will make that person an important person.

Ten years ago, political parties or presidential candidates tended to look to artists to strengthen their supporter base. Usually, the meaning of being a legislative candidate or candidate for regional leader, because of their electability. Thus, several artists then strolled into Senayan or became leaders. The world of art and politics cannot be separated.

However, in the last five years, influencers who are generally under 30 have become stars in the field. Artists also swerve to become content creators on social media, such as Youtube or Instagram. Even though they do things considered creativity based on earning sustenance through various ways, ranging from showing off or art of reputation or art of selling self to pranking others (prank), if he attracts fans on his social media channels, he will also become a target for social and political activities.

Introducing yourself to be in the highest pyramid in cyberspace does not require a particular school or training in college. Anyone can become a teacher, as long as they are good at presenting as a content creator. Politicians also learn from millennials to achieve the highest position in the pyramid of power.

So, the relationship between the millennial generation and political life has begun to be beaten. Many politicians have created social media channels to benefit political education or even political activities and motives. Likewise, some politicians have begun to be invited to work with celebrities on social media to introduce themselves and their thoughts to the millennial generation. This is social assistance, but indeed the older generation who wants to be accepted by the new generation must use social media as a bridge.

On the other hand, influencers sometimes turn into buzzers in political life. Nowadays, these two terms have become very familiar in the ears of netizens. We do not know whether this situation will create conditions that the world of politics will also be filled with political models as content creators, namely ordinary things, become extraordinary because it aims to catch up with the number of viewers and subscribers. If this is the case, the virtual world has changed life in the real world once again.